

Cox Communications, The Trust for Public Land, Think Blue San Diego in Search of San Diego's Environmental Heroes!

To help honor San Diego's unsung environmental heroes and inspire neighborhood conservation, Cox Communications, in partnership with The Trust for Public Land and Think Blue San Diego, has launched "Cox Conserves Heroes."

Cox Conserves Heroes FAQ – San Diego

1. What is Cox Conserves Heroes?

Cox Conserves Heroes is an awards program created by Cox Communications' parent company, Cox Enterprises, and The Trust for Public Land (TPL) and is sponsored by Think Blue San Diego. The program honors Heroes among us who work to create, preserve, improve or enhance the shared outdoor places in our communities. In San Diego, there will be two Heroes: a minor and an adult.

2. How do I apply or nominate someone for a Cox Conserves Heroes award?

You may nominate yourself or someone else by completing and submitting the online application available on the Cox Conserves Heroes website www.coxconservesheroes.com. Nominations are being accepted 2/9/09 – 3/9/09. Nominations will be accepted through 5:00 p.m. PCT.

3. Who is eligible?

Volunteers of all ages who reside within San Diego County may apply or be nominated for a Cox Conserves Heroes award.

- TPL and Cox employees and their immediate families are excluded from participation.
- The conservation project cannot be something required by one's job.

4. What types of projects are considered?

- Project must take place within San Diego County.
- Cleaning up/refurbishing a park or public place
- Helping to provide public access to a previously inaccessible place
- Beautifying a public place, e.g. planting/ tending to a community garden
- Volunteering at a local park
- Water conservation/protection-related projects
- Creating a program that gets people to public places
- Donating and/or assisting in the acquisition of land for public use
- Advocacy, education and/or community outreach for parks and open space

5. How are the Heroes chosen?

- The Heroes Judging Circle, a panel of civic leaders within San Diego's conservation field, selects six finalists - three for both the adult and minor categories.
- The finalists are profiled on the Cox Conserves Heroes website and in local media, during which, the public is asked to vote online for their favorite.
- At the conclusion of the voting period, the adult and minor finalists with the most votes will be selected as San Diego's 2009 Cox Conserves Heroes.

6. How do I vote?

Visit www.coxconservesheroes.com to learn more about the finalists and vote. Individuals are permitted

to vote once and for one candidate within both the adult and minor categories. Voting will take place from 4/14/09 – 4/26/09. Voting will conclude at 5:00 p.m. PCT.

7. When will the Heroes be announced?

The San Diego Heroes will be announced in late April/early May 2009.

8. What do the Heroes receive?

A \$5,000 cash prize will be donated to both the adult and minor Cox Conserves Heroes' environmental non-profit organization of choice within San Diego County. The organization must be a registered 501(c)(3) and proof of registration status is required. Donations of \$2,500 and \$1,000 also will be made on behalf of the second- and third-place winners, respectively.

9. Where do I send questions not answered in the FAQ?

heroes@coxinc.com

Nominate a San Diego Hero

In San Diego, you are able to nominate both youth and adults. Go to www.coxconservesheros.com to nominate your hero.

Who Is Eligible

Individuals of all ages are eligible to become Cox Conserves Heroes. You may nominate yourself or someone else.

Heroes and their projects must meet the following criteria:

- A Hero should be someone who has helped to create, protect and/or care for an outdoor place available for public relaxation, reflection or recreation by the community.
- The activity or project must be located within the community as defined by the local Awards Program (select the market near you to learn more).
- The Hero's story should inspire others to act.
- The activity should be something that anyone could do.
- The activity cannot be pre-existing, such as a recycling program.
- The activity cannot be required by one's job.

Sponsors

Think Blue San Diego:

Think Blue is the City of San Diego's award winning Storm Water education and outreach program. Started in 1999 as part of the Clean Water Task Force, Think Blue is responsible for teaching residents, businesses and visitors steps they can take to prevent pollution and protect our waterways in San Diego.

Think Blue reminds residents that when it rains or when water flows out of yards, it enters storm drains and flows untreated, directly into our creeks, rivers, bays, beaches and ultimately the ocean. Think Blue seeks to raise public awareness that the City storm drain system and sewer system are NOT connected and that storm water can contain pollutants, including pesticides, pet waste, trash and automobile fluids which are harmful to our health and impact local marine life.